INTERNATIONAL TRADE CENTRE

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

GENERAL AGREEMENT ON TARIFFS AND TRADE

Villa Le Bocage
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ITC/AG/6
20 March 1969

Joint Advisory Group on the International Trade Centre UNCTAD/GATT

NOTE ON EVALUATION

1. It is recalled that at its first meeting in May 1968, the Joint UNCTAD/GATT Advisory Group discussed the question of an evaluation of the work done by the Centre for developing countries. It was generally agreed that such an evaluation would be useful in determining the scope and oreientation of future programmes.

2. It was recommended that, prior to the meetings of the Advisory Group, the Centre should obtain from its liaison agencies in developing countries reports on the utility of the services provided to these countries by the Centre. In pursuance of this recommendation, a letter was addressed to developing countries. The results of this enquiry are annexed to this note.[1]

3. To enable the Advisory Group to consider this matter further, an account of the internal evaluation procedures followed by the Trade Centre might be useful.

4. In the case of the Trade Promotion Advisory Service, on receipt of a request, every effort is made to investigate the real needs of the country through correspondence and internal studies, and, in some cases where this is inadequate, through on-the-spot fact-finding missions. After the assistance to be provided has been defined, and the advisors or experts are assigned to the country, the Trade Promotion Advisory Service maintains continuous contact with the field staff with a view to assessing their activities and given them guidance when necessary. Periodic reports are received from the experts, and at the end of their assignments they are expected to provide a detailed final report, which is examined to assess their performance as well as the impact of their work.

5. Similarly, in implementing the Training Programme, the Centre continuously undertakes an assessment of the relevance of programmes to the needs of the individual developing countries or groups of countries to which the programmes are directed.

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[1] Annex I - Text of letter sent by the Centre to developing countries on evaluation.

Annex II - Replies received from the developing countries.

Annex III - Extracts of suggestions contained in the replies from developing countries, grouped under the Centre's main services.

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Furthermore, the Centre gives attention to the suitability of applicants for particular types of courses. At the completion of each training course an attempt is made to assess the extent to which participants derived benefit from the course. In addition, to the extent possible, the Centre follows the trainee's subsequent contribution in his own country by finding out the use to which he has put the training acquired.

6. As regards the Market Information Service, while the Centre provides quick answers to requests that do not involve extensive market surveys, it does insist upon a proper definition of objectives and plans of study before it commences major market surveys in response to requests from countries. There have been examples where the initial plan of study established for a survey was changed in the light of new facts and experience gained during the initial stages of the survey.

7. By its very nature, the Publications Programme does not lend itself to the same kind of internal evaluation techniques. However, there have been periodic reviews of this activity and a gradual reorientation directed to meeting known needs has taken place. Recently, the Centre has initiated a reader preference survey in respect of the FORUM to find out the view of readers on the features presented in the journal. Furthermore, the first drafts of Centre handbooks are sent out for critical comments to recognized experts in order to have their views on the content of the handbooks as well as to ascertain whether they have been orientated to the needs of developing countries.

8. The experience gained by the Centre in implementing the overall programme is reflected in the proposals that are presented to the Advisory Group for the following year. While these proposals take into account requests made by governments, the Advisory Group is expected, in the light of the material placed before it and on the basis of the expertise available to it, to make appropriate recommendations in regard to the specific elements to be included in the programme and its overall orientation and priorities.

9. If the Advisory Group feels that it is necessary to extend the scope of the assessment of the efficacy and value of the programmes developed by the Centre beyond what the Group itself is doing at present, consideration would need to be given to the best way of carrying out such an assessment. One possibility might be for the Secretary-General of UNCTAD and the Director-General of GATT to appoint a group or panel of not more than three independent experts for the purpose of carrying out an assessment of the Centre's programme and operations in the light of the discussion in the Advisory Group. Such a review could cover an appraisal of the extent to which the work programme of the Centre's different services is directed to meeting established needs of developing countries. The Secretary-General UNCTAD and the Director-General GATT intend to proceed further in the matter after taking account of any views expressed by the Advisory Group.

ANNEXES TO THE NOTE ON EVALUATION

		Page
I	Text of letter sent by the Centre to developing countries on evaluation	5/7
II	Replies received from the developing countries:	
	Afghanistan	8/9
	Barbados	10
	Botswana	11
	Burma	12
	Ceylon	13
	China	14
	Colombia	15
	Cuba	16
	Cyprus	17
	Ecuador	18
	Ethiopia	19
	Gambia	20
	Guyana	21/22
	India	23/24
	Indonesia	25/26
	Iraq	27
	Israel	28/29
	Kuwait	30
	Malawi	31
	Nepal	32
	Niger	33/34
	Nigeria	35
	Pakistan	36
	Peru	37
	Thailand	38
	Trinidad and Tobago	39
	Turkey	40
	United Arab Republic	41
	United Republic of Tanzania	42
	Western Samoa	43
	Yugoslavia	44/45
	Zambia	46
III	Extracts of suggestions contained in the replies from developing countries, grouped under the Centre's main services	47/53

ANNEX I

TEXT OF THE LETTER SENT BY THE INTERNATIONAL TRADE CENTRE TO THE DEVELOPING COUNTRIES ON EVALUATION

"Your attention is kindly invited to the recommendation made by the first meeting of the Joint UNCTAD/GATT Advisory Group on the Trade Centre held in May 1968, that, prior to the meetings of the Advisory Group, the Centre should obtain from the developing countries reports on the utility of the services provided by the Centre. I am quoting below, for your information, the relevant paragraph from the report of the Advisory Group (ITC/AG/2).

'The representatives of a number of countries raised the question of evaluation of the work done by the Centre for developing countries. There was a general consensus that such evaluation would be useful in determining the scope and orientation of future programmes. While it was agreed that extensive evaluation in depth would need staff resources beyond the capacity of the Centre, it was felt that careful consideration should be given to a critical assessment of the benefits yielded by specific programmes in relation to the resources utilized. It was recommended that prior to meetings of the Advisory Group, the Centre should obtain from its liaison agencies in the developing countries reports on the utility of the services provided to these countries by the Centre. The Centre should present a summary of these reports to the Advisory Group.'

"The Centre's assistance to the developing countries is at present channelled through four main services - Market Information Service, Publications Programme, Trade Promotion Advisory Service and Training Programme.

Market Information Service

"The Market Information Service provides trade and marketing information in response to enquiries from developing countries concerning products and markets of interest to them. The market reports prepared by the Centre deal with items ranging from primary commodities to processed products and manufactured goods, and they cover such facets as: assessment of market potential in importing countries; impact of commercial policy measures on trade; health regulations and other administrative rules affecting trade; marketing channels; marketing and promotion techniques; price trends; distribution costs, etc. The reports made by the Market Information Service can be classified into three broad groups, viz., major published market surveys of interest to a large number of developing countries (see* Annex I for list of published surveys)

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specific market studies of interest to individual developing countries and ad hoc information on particular aspects of marketing.

Publications Programme

"The Centre's Publications Programme includes the English, French and Spanish separate editions of its quarterly journal, the International Trade FORUM and its intermediate quarterly Supplement which have a world-wide distribution covering public and private organizations and individuals involved in international trade. The FORUM publicizes the export potential of developing countries; draws attention to import opportunities for them in developed countries; makes known the rôle of infra-structural export services and export marketing and promotional techniques; publicizes trade promotion training opportunities; and lists changes in countries' commercial policies as reflected in tariff and other measures affecting trade.

"The Publications Programme also produces a series of handbooks on trade promotion techniques and sources of trade information. A list of the export promotion handbooks so far published by the Centre is given in *Annex I.

Trade Promotion Advisory Service

"The Trade Promotion Advisory Service provides technical assistance and on-the-spot counselling on the establishment or improvement of export promotion programmes and services, in response to requests from developing countries. This Service includes assistance in dealing with the problems of export marketing of specific products as well as with general problems in such fields as packaging and quality standards. Since the joint operation of the International Trade Centre by UNCTAD and GATT, the Trade Promotion Advisory Service provides substantive support for technical assistance projects in the field of export promotion financed from United Nations Technical Co-operation programmes.

Training Programme

"The Centre's Training Programme offers developing countries' export promotion and marketing personnel the opportunity to improve their knowledge and skills through participation in formal courses in export promotion and marketing

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trade study tours, and in-service training. At present the Centre offers three types of training, namely: co-operative training schemes arranged by the Centre in collaboration with government departments, foundations, national trade promotion institutions and other bodies concerned with foreign trade in developed countries; Centre-based courses in export promotion such as the Dag Hammarskjöld Foundation course; and short export promotion seminars in various European countries for trade officials of developing countries stationed in Europe.

"Annex II* to this letter refers to the more important activities of the Centre which have been of special relevance to your country.

"We would appreciate receiving your critical evaluation of both the specific assistance given to your country, and the other activities (e.g. the Centre's publications) that have a bearing on your country's export promotion efforts. We suggest that your observations may include inter alia comments on:

(i) the value and adequacy of the services provided by the Centre;

(ii) improvements, if any, that should be made in regard to the scope and orientation of the Centre's activities; and

(iii) the impact of the Trade Centre's activities on the export promotion efforts of your country.

"You will observe from the recommendation of the Advisory Group that the main purpose of this evaluation of the Centre's activities is to determine the scope and orientation of future programmes. We therefore welcome frank and objective views, and we would appreciate having these by 13 January 1969, to enable us to prepare a paper summarizing the views."

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ANNEX II

A F G H A N I S T A N

"I am pleased to express the appreciation of the Ministry of Commerce of the Royal Government of Afghanistan for the very helpful assistance received from the International Trade Centre, UNCTAD/GATT.

"Early in 1968 the Centre provided this Ministry with the results of an informal survey of imports of Afghan carpets into thirteen carpet purchasing countries. Subsequently this survey was extended to include nine other principal export products (or product categories). The information provided by the Centre's survey enabled the Ministry of Commerce to identify and evaluate some of the main problems which required attention as part of a broad programme of export-promotion effort then in process of formulation.

"An important sequel to the above mentioned preliminary trade and tariff study was the initiation of a comprehensive study in depth of the foreign markets for Afghan handcrafted wool carpets by the marketing staff of the International Trade Centre (subsequently expanded to cover other carpet-producing countries). While the final results of this study are not yet available, it is expected to provide the groundwork for a programme of product improvement, including greater selectivity of raw materials, improved processes of fabrication, greater variety of designs, more efficient packing and handling, more rational price and distribution policy, guidance for the evaluation and exploitation of foreign market requirements and trends, and other improvements aimed at export expansion.

"The planning of the carpet survey in turn led to the development of a comprehensive wool improvement programme designed to (a) provide clean and graded wool for the wool-carpet weaving industry and (b) to up-grade the quality and profitability of raw wool exports. This has now reached the stage of a mature five-year project, under consideration for UNDP financing, for the scouring, grading, packaging and disposal of wool in three centres of activity in the major wool-producing areas of Afghanistan. This project will contribute not only to the expansion of one of Afghanistan's most important raw material - wool - but will in turn make a basic contribution toward improvement in the quality and profitability of wool-carpet exports, the most important manufactured product exported from Afghanistan.

"The Ministry of Commerce is responsible for the annual Kabul trade fair. In connexion with the 50th anniversary of the independence of Afghanistan (1968)

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AFGHANISTAN (cont'd)

it was decided to organize an international trade fair. This obviously called for a much more elaborate organization effort. Fortunately, it was possible to benefit from the advice and assistance of Mr. R.H.C. Hammond, a trade fair specialist stationed at Teheran. At the end of 1968 this Ministry also had the assistance of the marketing staff of the International Trade Centre in refining and completing this project. It is currently under consideration for financing and scheduling.

"The Ministry of Commerce also benefited materially from the training facilities of the International Trade Centre through participation in the ITC/UNIDO training course at Zagreb during 1968. Our representative was the Director-General of Internal Trade who is also head of our Investment Committee staff which has primary responsibility for the promotion of foreign and domestic private investment in Afghanistan. This training experience has greatly stimulated activity aimed at expanding export oriented industry in Afghanistan.

"Since Afghanistan has so few diplomatic and trade representatives in Europe, it would be helpful if the training programmes conducted for European-based staff could be opened to officials not based in Europe.

"I can assure you that the Government of Afghanistan is highly satisfied with the assistance received so far from the International Trade Centre and is looking forward hopefully to the continuation of this very important help toward the solution of our export trade problems and the training of staff in the field of marketing and trade promotion."

(Letter from the Deputy Minister of Commerce)

BARBADOS

"The Government of Barbados received some of the export promotion handbooks and market surveys mentioned and this literature has proved helpful as reference material. Two officers from Barbados have also attended the Trade Promotion Officers' Course sponsored by the United Kingdom Government for the International Trade Centre.

"It is felt that while the theoretical content of the course might be adequate for participants with little or no formal training in Economics, it was of little value to those participants with an academic degree in Economics. The organizers of future courses may well wish to consider this difference in the educational backgrounds of participants and emphasize on the job training in the case of graduates by means of attachments to carefully selected government departments and private organizations. Such an arrangement would improve the adequacy of the course for all concerned.

"On the job training might well consume up to one third of the duration of the course; participants could be organized in small groups of three or four so that they would be in a position to observe closely the working of the institution and get detailed explanations to any queries they may have.

"It is appreciated that on the job training makes a heavy demand on the time of senior officers in institutions, but it is considered that such time spent would be a valuable investment in the interest of developing countries since their needs are urgent and since such training should give immediate results.

"Barbados has not utilized the services of the Centre in other areas such as special market surveys and advisory services, but it might well wish to avail itself of such services in the future."

(Letter from Barbados High Commission)

BOTSWANA

"At present, over 90% of the working population of Botswana are engaged in agriculture, and livestock and livestock products account for approximately 90% of national exports. The Botswana Meat Commission, which is a statutory body, has the sole franchise for the exportation of beef including any processed meat which contains a beef content. Attempts are being made, however, to diversify the economy and although one attraction to industry is undoubtedly an export potential probably, mining apart, industrial development in Botswana will be small-scale with the emphasis generally on import substitution. Thus, while the importance of export promotion is not overlooked, the accent at present is on industrial development - clearly products cannot be exported until they are produced.

"You will understand from this that there is limited scope for Botswana to take advantage of the services offered by the International Trade Centre. Nevertheless, we follow the work of the Centre with interest and take advantage of the reports and facilities offered whenever these are suitable to our situation. So far we have not had occasion to call upon the Trade Promotion Advisory Service, and although the Centre's Publications Programme would appear to be useful, we feel it would be more appropriate for countries that have made a more direct use of the publications to comment on this service. We can, however, speak with more authority on the Training Programme. We have taken advantage of two courses under the Programme. Our candidates to the Dag Hammarskjöld course in 1968 and the course organized by the United Kingdom Government at the end of 1969 felt that both were very successful.

"As far as the Centre's Market Information Service is concerned, one of the reports, viz. that on the British and German markets for canned beef was sent to the Botswana Meat Commission. They commented as follows:-

> 'The Report was really written for the benefit of West African countries and, because it does marshal a lot of information together in one document, it may well be of use to them. Frankly, however, it did not tell us anything new, but this is probably because as an export oriented concern we have to be aware of the latest conditions which prevail in outside markets including those of the U.K. and Germany.'"

(Letter from the Ministry of Commerce, Industry and Water Affairs)

BURMA

"This Ministry has much appreciation of the services provided by the Centre, but regrets its inability to take more advantage of the services up to the present time.

"Under the Publications Programme, this Ministry has been receiving, as requested, six copies of each issue of the International Trade FORUM and its Supplement regularly. These have been circulated to several trade agencies and departments here which are finding them useful.

"A copy each of three published Market Studies of Direct Interest to Burma has also been received, with thanks. In addition to these publications, this Ministry would be grateful to receive, if possible, a copy of each of the publications listed in Annex I of your letter, and of future publications.

"This Ministry has also sought the advice of the Centre on the marketing of Burma petroleum and petroleum products which would be available for export in the near future. The Centre is now taking care of this matter."

(Letter from the Ministry of Trade)

CEYLON

"The activities of the Department of Commerce are directed towards the promotion of Ceylon's trade. In this connection, we have found the activities of the International Trade Centre of substantial assistance to us. The documentation which you regularly send to the Department on the market studies of different products as well as the regular monthly bulletin, "The Forum", is of special interest to the Department. In addition to these regular publications which you distribute to various Governments and Organizations, I would also like to refer to two special studies which have been of particular significance to Ceylon. These are:

1. The study of the structure and organization of the primary market for tea prepared by your organization which followed the visit of a member of the GATT staff to Ceylon to study the working of the Auction system in Colombo and in other principal markets.

2. The special study of tea promotion in the Federal Republic of Germany.

"The Department has also benefited from the Training Programme conducted by the Centre. Three officers of the Department have up to now had the benefit of being trained in the Trade Policy Course conducted at the Centre. Arrangements are also being made by the Centre to conduct a special Trade Promotion Course for Ceylon and we expect to have a number of officers sent from Ceylon to follow this Course which will be held some time later this year.

"I would like to conclude by expressing my appreciation of the activities of the Centre which is directed to assist developing countries in providing market information as well as training facilities for trade promotional personnel."

(Letter from the Department of Commerce)

CHINA

"Regarding views on the utility of the services provided by your Centre, we would like to take this opportunity to thank you for your kind assistance and co-operation in the past, which have made a great help in promotion of China's foreign trade, and request sincerely your continuous co-operation in the future."

(Letter from the Board of Foreign Trade, Ministry of Economic Affairs)

COLOMBIA

"The Centre's assistance through its four main services has been satisfactory and has met the developing countries' great need for market information and publications.

"As regards International Trade FORUM, we would suggest the inclusion of a section on importers interested in the products of developing countries; this has already been done from time to time, but we would like it to be a regular feature.

"The Colombian Institute for Foreign Trade - INCOMEX - would be very interested if the Centre could prepare a study on the West European market for bovine meat, because this is one of the products of which Colombia would like to expand its exports."

(Letter from Division de Fomento de las Exportaciones, Superintendencia de Comercio Exterior)

CUBA

"We have been following the activities of the Centre under your direction and we should like to express our appreciation for the assistance given to us in seeking potential markets for our exports.

"One particular case that we should like to mention is the study on the market for shrimps and prawns. Although our country was already developing exports of this product prior to the Centre's report, the latter has helped to give added impetus to this export line. As a result of investments that have been made, Cuba's exports of shrimps and prawns, which were only recently of the order of $300,000, are expected to reach a value of approximately $4,000,000 in the current year.

"We should also like to say that we attach great importance to the participation of Cuban experts in studies carried out in the Centre and in the training courses that it organizes. Cuban officials who have taken part in these activities have greatly appreciated the opportunities thus afforded to them for extending their knowledge concerning international trade matters."

(Letter from the Deputy Prime Minister)

CYPRUS

"This Ministry appreciates the various services provided by the International Trade Centre, e.g. those connected with market information, publications, trade promotion and training.

"In particular, we have found the following assistance given to Cyprus helpful.

i) The Centre's publication entitled "European Market for Citrus Juices".

ii) The training facilities given to a member of the staff of this Ministry (U.K. Board of Trade Course 1967).

iii) The publicity of our agricultural produce through the FORUM.

iv) Trade opportunity notes, about Cyprus exporters, which appeared in the FORUM."

(Letter from the Ministry of Commerce and Industry)

ECUADOR

"Ecuador has followed with special interest the work being done by the Centre through its Market Information service, Publications Programme, Trade Promotion Advisory service and Training Programme with the objective of facilitating and promoting the exports of developing countries.

"Although the work of the Market Information service has so far covered only a few products, it has undoubtedly been beneficial and has been a positive element for identifying possibilities in the industrialized countries. The studies on plywood, citrus fuit juices, oil cake, shrimp and prawns, and manioc have been of special importance for Ecuador. From this aspect we are of the opinion that in order to establish a programme and priorities for the studies, it would be desirable for the International Trade Centre to consult the developing countries in order to determine the products of greatest interest for each of them or of greatest interest at world level.

"We consider that through the International Trade FORUM and the Supplements thereto, the Publications Programme is an adequate instrument for providing information on certain aspects of trade policy, market studies and other matters connected with international economy; I should like to suggest the addition of a survey, in summary form perhaps, on the foreign trade situation of the developing and the industrialized countries and the prospects for each of them in world export trade, with a view to promoting the exports of the developing countries.

"With respect to the trade promotion and advisory service, Ecuador has not had occasion to use these facilities and we cannot therefore make any evaluation thereof, but it would be interesting to know what the experience of other countries have been.

"I consider that the training programme is an important instrument for trade promotion; this country has received two fellowships for the training of national personnel, and we consider that the necessary efforts should be made to enable a large number of officials with responsibility for trade promotion to receive theoretical and practical training, and in particular to see how the foreign trade authorities operate in the industrialized countries to study market research techniques, etc."

(Letter from the Deputy Minister for Industry and Commerce)

ETHIOPIA

"There is no doubt that Ethiopia has benefited from the activities of the Trade Centre. The major market study publications:

a) Market for Oil Cakes in Western Europe; and

b) Market for Canned Beef in the United Kingdom and the Federal Republic of Germany,

have proved invaluable in our market research activities.

"Ethiopia, like any other developing country, is short of trained manpower and the training facilities provided to Ethiopia by the Centre has clearly filled a felt need.

"We are glad to say that the publicity 'Through Forum' has enabled us to know trade opportunities in the various countries of the world.

"To date Ethiopia has not availed itself of the Trade Promotion Advisory Service of the Centre. We are, however, keen to make use of this facility. It is, therefore, highly recommended that the Centre's effort, as far as the advisory service is concerned, be geared towards extending technical and financial assistance to developing countries for the market studies they would like to undertake for their traditional and non-traditional export commodities.

"Many of the developing countries do not have the expert and the financial resource to undertake thorough study of the various markets which interest them. Therefore, if the Centre organizes this type of assistance it would be highly useful for many of our countries which are just recently embarking on Export Promotion Programme."

(Letter from The Imperial Ethiopian Ministry of Commerce and Industry)

GAMBIA

"We have pleasure to say that the se vices of the Centre are considered quite adequate and also of great value to developing countries in their export promotion activities.

"Although our export promotion efforts are not so pronounced because of our very limited export potential, we look forward to greater future activity in this field."

(Letter from the Chamber of Commerce)

GUYANA

"The two major market studies on the European Markets for Shrimps and Prawns and on Tropical Sawnwoods in Western Europe have been of immense use to Guyana, particularly in helping to expand this country's exports of shrimps, prawns and timber to the major European markets. In spite of the existing market potential for expansion in developed countries of these and other products from the developing countries, nevertheless, you would appreciate that certain commercial policies in the developed countries would indeed narrow the projected benefits as outlined in the Centre's major market studies. Consequently, it would be useful to both the developed and developing countries, but particularly to the latter countries, if future market studies by the Centre could emphasise some of the major commercial policies, in the developed countries, which would tend to restrict the developing countries from taking full advantage of the market potentialities in the developed countries.

"Your Centre's handbooks on trade promotion techniques and sources of trade information as well as its quarterly journal, FORUM, have been of tremendous benefit not only to this Ministry but also to other appropriate government ministries and departments, public corporations, businessmen and research institutions. Consideration is now being given to the establishment of a National Export Council and an Export Services Bureau in Guyana. During the preparation of the proposals for the establishment of these institutions much reference was made to the Centre's handbooks on trade promotion techniques and to other relevant articles in FORUM. Even though the recommendations for the establishment in Guyana of an Export Council and an Export Services Bureau have been made within the general context of the country's export structure, its export potentialities, its limited financial resources and the availability of appropriate local expertise and personnel, nevertheless, the Centre's information on the techniques, problems and experience of various countries has provided the necessary focus in working out the policy guide-lines for export promotion in Guyana. The recent article 'Cashew - Your Cash Crop', in Vol.IV, No. 4, December, 1968 of FORUM, has thrown new light on investigations which are now being carried out by our Ministry of Agriculture and Natural Resources on the commercial production of cashew. These are but two practical examples of some of the benefits which Guyana has derived from your Publications Programme.

"The Government of Guyana has not yet made use of the Centre's Trade Promotion Advisory Service. However, in view of the proposed establishment of a National Export Council sometime this year, the Government has recently made a formal request to the Centre for on-the-spot counselling on export promotion programmes and services. If the application is successful, it is hoped that

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G U Y A N A (cont'd)

the expert would arrive in Guyana around July this year and would be in the country for a few months.

"The training course in export marketing, held in Yugoslavia under the auspices of the Centre, and which was attended by Mr. Bertrand Abrams, Marketing Analyst at the Guyana Development Corporation, provided the official the opportunity of a greater awareness of the techniques of export promotion and marketing. Furthermore, as a result of Mr. Abrams' presence at the Course, the possibilities of a course in export promotion being held in one of the English-speaking Caribbean territories and under the auspices of the Centre, were discussed. Since his return from the Course, Mr. Abrams has discussed the proposed course with officials of the Caribbean territories concerned. These officials have all expressed a favourable response to proposals. The time, place and further details of the proposed course are now being worked out between Mr. Abrams and Mr. Michael Deeny of the Centre.

"In conclusion, Guyana has benefited so far from the services of your Centre, and it is hoped that as this country intensifies its plans for export promotion, we would be able to make even further uses of the services of your Centre."

(Letter from the Ministry of Trade)

I N D I A

"We have evaluated the work of the Centre for the year 1968 in the light of our own programmes in the field of export promotion and difficulties encountered. It has been found that most of the activities of the Centre have a significant value and are of considerable assistance in the implementation of our programmes.

"One of the important objectives of our programme is to train personnel in the fields of export promotion and marketing. The facilities provided by the ITC and by some developed countries through the ITC have been found most useful in that regard. The persons deputed for training courses have brought back fresh ideas and most-up-to-date knowledge of the technique adopted in the advanced countries. We have also participated in seminars organized by the ITC. These seminars have provided excellent opportunities for some of our executives to compare our methods and efforts with those of other countries. It may, however, be pointed out that the value of these training courses and seminars would be considerably enhanced if persons with comparable level of experience and background, in their respective national governments, are selected for each course. This would enable trainees to benefit more fully through contacts and exchange of experiences with other trainees from different countries. This would also enable a certain 'level' to be maintained for each course/seminar.

"The deputation by the ITC of market research experts under its Trade Promotion Advisory Service has been found of great assistance in developing new perspectives for exports, which we hope will lead to augmentation of our export earnings, through strategic enhancement of our efforts.

"The magazine 'FORUM' has been generally found very useful. It is observed that the quality of the material published and its presentation has been steadily improving. This journal seems to have achieved wider circulation at decision-making levels in many developed as well as developing countries. It is, therefore, felt that its utility would be further enhanced if the 'FORUM' could provide opportunity for publicising or advertising on a continuous basis for certain products of developing countries which the developed countries and/or other developing countries could absorb.

.../...

I N D I A (cont'd)

"The Centre could render useful service by obtaining significant price and quantity movements and also information on global tenders. A market intelligence service operating from Geneva would be of considerable value.

"The Centre with its limited staff and resources has done outstanding work, and strengthening of this specialized agency would be of great practical use to the developing countries."

(Letter from the Permanent Mission of India to the United Nations Office)

INDONESIA

"The Government of Indonesia wishes to state that the services rendered so far by the Trade Centre in the field of trade promotion assistance in developing countries have been valuable and useful. Nevertheless, it is difficult to determine at this stage in concrete terms their immediate impact on the export promotion efforts of Indonesia.

"Being a developing country, Indonesia considers the four main services of the Trade Centre of equal significance and importance and hopes that they not only be continued, but further expanded.

1. Market Information

Market studies and surveys of oil cakes, tropical sawn wood, manioc etc. are of great interest to Indonesia. In this connection it is suggested that these studies or surveys should not limit themselves to the present market situation, but include an analysis of future prospects of the product in question, in order that the Government could plan and foresee the approximate level of export earnings. With regard to the future studies or surveys to be undertaken, we venture to suggest that these studies be expanded to other products of special interest to Indonesia and other developing countries, such as medicinal herbs, rattan, kapok etc.

2. Trade Promotion Advisory Service

Although the four main services are considered to be of equal importance, the Trade Promotion Advisory Service, with its on the spot counselling, will likely have the most immediate impact on the export promotion efforts of the developing countries. The ITC experts will get acquainted with the local problems and difficulties and will have to decide on the spot what appropriate measures or follow-up action should be taken to solve them. In view of the limited resources available to the ITC, it may well be that priority should be given to technical assistance of this kind, which has a more direct bearing on the improvement of the country's foreign exchange position, either through increasing the foreign exchange earnings or improvement of the foreign exchange savings. As far as Indonesia is concerned, expert advisory service is required for:

a) export promotion of handicraft, especially aspects relating to the quality standards, packaging and presentation as well as design of the product;

.../...

I N D O N E S I A (cont'd)

b) tourism promotion;

c) survey techniques in the field of export and import, to reduce claims;

d) on-the-job training for bonded warehouses;

e) foreign investment promotion techniques.

3. Training Programme

The Government of Indonesia has benefited from the training programme organized by the Centre, which was largely limited to government officials stationed abroad. These training programmes and seminars have been generally well conceived and covered a wide variety of types and fields of training. However, it would be advisable to explore the possibilities of organization and training programmes, in which a large segment of the business community in the developing countries could participate. For this purpose export promotion courses and seminars should also be organized in the developing countries, either on a regional level, but preferably on a country-by-country basis tailored to the specific structure, organization and particular needs of each developing country, and thus will enable to cater large a group of people directly concerned with export promotion. In addition to the courses which are already given by the Centre, the programme should also comprise banking techniques and procedures within the framework of export promotion, survey techniques, practical on the-job training in bonded warehouses etc.

4. Publication Programme

The publication of the Trade Centre has so far only reached a limited layer of government officials. It is the view of my Government that ways and means should be explored and methods of work evolved to more effectively circulate and diffuse activities and facilities available at ITC by means of publications (journals, books, studies, etc.) to a large segment of the business community in the developing countries."

(Letter from the Permanent Mission of Indonesia to the Office of the United Nations at Geneva)

I R A Q

"We would like to comment on the Centre's assistance to developing countries in general. As it is newly established, its services of market information, publication programme, promotion advisory service and training programme could not be wholly utilized, but these may well be developed and improved to suit the export needs of developing countries."

(Letter from The Ministry of Economics)

I S R A E L

"In reply to your questionnaire concerning an evaluation of the work of the Centre for Israel, we would like to refer primarily to those services which were of direct interest for the exporting community and exporting services in Israel.

1. Major Market Studies; our business enterprises were very interested in these publications (citrus product, plywood, oilcake and cotton seed oil). After we informed them about these studies, their representatives visited our office, and they, as well as other enterprises, asked about additional copies and afterwards informed us that these studies were of great interest to them.

2. The specific Market Survey executed by Mr. E. Rosenstein of our Ministry, on international trade of canned, frozen and dehydrated fruits and vegetables, was very useful for the information of our Food Department. A report was prepared and sent to the industries concerned.

3. From the three types of training programmes mentioned in your questionnaire, we made use of the co-operative training. Mrs. C. Okoshko of our Export Marketing Research Department was sent to prepare a study on export possibilities of frozen foods to some West European countries. The contacts provided by the Liaison Officers in the different countries proved to be of great value for the execution of the field research. Mrs. Okoshko is now finishing her report, which will be of great value to our Ministry. In addition, this opportunity provided Mrs. Okoshko, who is primarily a desk researcher, with the practical experience of field work, which is an essential element in the training of a Market Researcher.

4. The export promotion handbooks contain useful information such as statistics, addresses, bibliography, although most of them were known to us, it was helpful to have an opportunity to check our sources with your carefully prepared and practically concentrated material and it enabled us in some cases to supplement our own documentation.

.../...

I S R A E L (cont'd)

5. We appreciate the publicity provided through the FORUM in the years 1966/67 which enabled us to inform the readers abroad about some aspects of Israeli economic life.

"We hope also in the future to make use of the above and other services of the Centre. Among others, we are looking forward to the publications you already announced in the frame of your present year's programme - market surveys on carpets, soluble coffee, fresh vegetables.

"We also hope that account will be taken of the suggestion submitted by us during the meeting of the expert group last year."

(Letter from the Ministry of Commerce and Industry)

KUWAIT

"Your study on the 'Major European Markets for Shrimps and Prawns' was much appreciated. Companies concerned are very keen to have a chance to go through it.

"We should be obliged if you will mail us more copies."

(Letter from the Under Secretary, Ministry of Commerce & Industry)

MALAWI

"Our first contact with the Centre dates back to the beginning of the year 1967 when a staff member of this Embassy, who deals principally with commercial matters, attended a GATT Commercial Policy Course there. Some of his lecturers, in fact, came from the ITC. Before he returned to base, he visited the library of the ITC and studied the methods of documentation used there. Since then he has been able to adapt certain things he learned there to the requirements of his assignments here.

"This Embassy receives publications from the ITC from time to time. The most useful of these seem to be those which contain articles or information on products and markets of interest to developing countries.

"Short seminars on export promotion in various European countries for officials of developing countries stationed in Europe ought to be, definitely, continued. To a commercial attaché just arrived from Africa, to give but one example, the earliest obstacle to his job is familiarising himself with the essential facts: the right people to contact, the commercial practices of the people he has to deal with, as well as official commercial policies. Courses which give enlightenment on matters like these go a long way towards facilitating such a man's work.

"It must be added, moreover, that small embassies like this one are accredited to a number of European countries at the same time. To come by all the necessary commercial data, about five or six countries within a reasonable time is normally beyond the human and material resources of such embassies. It is therefore most welcome indeed when one finds that some of the necessary information on market possibilities, commercial policies etc., can be obtained from the ITC virtually gratis.

"When all is said and done, it would perhaps be helpful to remind the ITC that in some offices people have already got a mass of material to read. ITC documents and publications which stand to be carefully read over are those which are brief and practical."

(Letter from the Malawi Embassy, Bad Godesberg)

N E P A L

"We have to draw it to your kind notice that Nepal is not being able to enjoy all the services which you are offering through these four channels except the regular receipt of your International Trade FORUM and GATT's documents. We are taking advantage of these documents and FORUM's Trade Information, no doubt, but in spite of these advantages, we presume that Nepal would be much more benefited and gain trade promotion know-how if opportunities are given to Nepal by your Centre, as offered to other developing countries, to undergo training in International Trade and Commercial Policy at Geneva.

"Because of Nepal's land-lockedness and unfavourable treatment to her in her transit facility by the neighbouring State, it has been an utmost difficulty for us to extend our foreign trade overseas to earn and finance our foreign exchange requirement to our developmental plans. So I would like to bring all these things to your goodself's kind notice and request you to help Nepal through all of your Centre's services that are going to be carried out in future."

N I G E R

"This seems to me an appropriate opportunity to tell you that the Government of Niger sets a high value on the activities developed by the Centre since its establishment, although, for reasons concerned with the present organization of Niger's economic departments, only two forms of the assistance provided by the Centre have so far been made use of in Niger, namely, the Market Information Service and the Publications Programme.

"With regard to market information, we very much appreciate the orientation of the major market surveys already published such as those on oilcake, rice, cottonseed oil, canned beef and manioc, all export products in which my country is or very soon will be interested.

"Thus while a number of interesting publications have already been devoted to certain important sectors, I feel that the market information service should be extended in two directions. First, the series of major studies concerning the industrialized countries should be continued but on a broader geographical basis, to include the United States and Canada. Among the categories of products of interest to Niger, I would mention hides and skins, both raw and semi-dressed, dehydrated vegetables and gum. Further, it would be desirable that, in anticipation of an increase in trade between the developing countries, sector studies in the appropriate geographical regions should be undertaken, e.g. the market for cereals in West Africa; studies of this kind would naturally be carried out in conjunction with the regional Economic Commissions, and possibly sub-regional economic co-operation organizations.

"The Publications Programme is certainly worth retaining and developing. The review 'International Trade FORUM', particularly the quarterly supplement, now that they have settled down, provide increasingly detailed and valuable documentary information. I feel that I must urge on you the importance of avoiding articles on too general lines and of concentrating on concrete texts which either handle particular export problems in detail, such as the excellent summary on marine insurance in Volume IV No.3, or deal from a sufficiently technical standpoint with specific cases of foreign trade promotion.

"The trade promotion handbooks are also an interesting source of practical information. Seeing that they already cover a fairly wide field in general terms, perhaps certain aspects could be treated in greater detail. For instance, collections of trade specifications by category of product (e.g. principal and

.../...

N I G E R (cont'd)

secondary cereals, oilseeds, etc.) would be of obvious value as a means of enlightening the principal exporting and consuming countries as to the precise technological characteristics of the products bought and sold. As part of the trade promotion service, monographs could be prepared on the organization of the various international commodity markets (working of commodity exchanges or similar specialized agencies, conditions of access to these markets, etc.)

"With regard to Trade Promotion Advisory services and training for export promotion and marketing services, the fact that Niger has not yet taken advantage of the facilities provided by the Centre does not mean that it underestimates their value and importance. The truth is that it has not yet been possible to establish a coherent programme because of the embryonic nature of the country's trade promotion services. An administrative re-organization is now in progress, however, which should enable us to remedy the situation, after which we propose to call substantially on the services of the International Trade Centre both for the training of staff and for the organization of export marketing and promotion arrangements. Specific requests will be addressed to you as soon as the Government has decided what services it proposes to establish for this purpose.

"In any event, as you will be able to see, Niger considers that it is already profiting from the activities of the International Trade Centre which it hopes will have greater resources available in order to be able to provide even more assistance to the development of the exports of the developing countries."

(Letter from the Minister for Economic Affairs, Trade and Industry)

NIGERIA

"There is no doubt that the various services of the International Trade Centre have been of tremendous value to Nigeria, and for that matter, to all developing countries. It is, however, considered too early to evaluate the full advantages of the Centre's activities to the developing countries.

"Nigeria has benefited in particular from the Training Programme of the Centre. Several young officers have had the benefit of the specialized training offered by the Centre. They have found particularly helpful attachment to Swiss business houses dealing with products and problems of interest to them."

(Letter from the Permanent Mission of Nigeria to the United Nations Office at Geneva)

PAKISTAN

"The Government of Pakistan appreciates the useful work done by the International Trade Centre during the past years in the field of export promotion assistance for the developing countries. However, there may be scope for improvement in the following direction:

1. Market Information Service: The International Trade Centre should help the developing countries by making available to them market research and other studies conducted by other public or private organizations in the world.

2. Publications Programme: The 'FORUM' published by the International Trade Centre is being received regularly. However, other publications issued by the Centre are not received regularly. The Centre should ensure that the usual number of copies of all publications issued by the Centre are sent to all the National Liaison Agencies etc., regularly.

3. Trade Promotion Advisory Service: Besides on-the-spot counselling on the establishment and improvement of export promotion programmes and services, the Centre should make an attempt to secure the services of eminent experts with a view to making the Advisory Services available in a published form. The experts should draw up brief monographs on various aspects of general export interest to developing countries like 'Packaging for exports', 'Advertising for exports', etc. These monographs should be supplied to the developing countries for use by the exporters and export promotion organizations. The Centre should also arrange in consultation with the developing countries, symposia in various developing countries on important subjects of export interest to them and depute experts to participate in those symposia for the benefit of exporters and export promotion agencies in developing countries.

4. Training Programme: In addition to arranging courses at Geneva and other places for nationals of developing countries, the Centre should introduce audio-visual training programmes. Lectures or series of lectures, case studies, class-room discussions etc., by experts on important subjects should be filmed and distributed to the developing countries along with supporting text or texts for being shown to the exporters and Government officials concerned."

(Letter from the Permanent Mission of Pakistan to the Office of the United Nations and Specialized Agencies at Geneva)

PERU

"The Peruvian Government appreciates the assistance furnished in the form of studies of interest for our country, advisory services, training courses and International Trade FORUM.

"Furthermore, with the creation in the Peruvian Industrial Bank of a Foreign Trade Division, with responsibility for export promotion, our country hopes to strengthen further the close links between it and the Centre in order to be able to obtain still better assistance. Accordingly, it would be greatly appreciated if all documentation sent by the Centre to the Peruvian Government could also be supplied to the Export Promotion Department, Foreign Trade Division, Peruvian Industrial Bank. For information purposes, one of the Division's publications is enclosed herewith.

"So far as the Centre's activities are concerned, our opinion is that the training programmes could be adjusted still more closely to the practical requirements of the developing countries in such a way that the systems used in industrial countries can be adapted to the possibilities of a developing country.

"The Peruvian Delegation greatly appreciates the efficient work being done by the information, publications and trade promotion services and gladly offers its support and continuing co-operation."

(Letter from the Peruvian Permanent Delegation)

THAILAND

"The Thai Government considers the four main services rendered by the Centre very useful to export promotion efforts of developing countries. These services should be further strengthened to meet increasing requests for assistance from developing countries.

"The Centre's activities have some impact on Thailand's export promotion efforts. Two export promotion handbooks entitled 'Manual of Export Promotion Techniques' and 'Export Marketing Research for Developing Countries' have provided very useful information and guidelines. The Department of Foreign Trade of the Thai Government has attached special significance to export marketing research and is making every effort to improve the efficiency of this important work.

"Some market surveys undertaken by the Centre are of considerable interest to the Thai Government, namely, Market for Oil Cakes in Western Europe, Market for Rice in Western Europe, the Market for Cottonseed oil in Five European Countries and Japan and the Markets for Manioc. These praiseworthy surveys have provided many interesting and useful data. The Department of Foreign Trade looks forward to the Centre for its assistance in undertaking market surveys for some of Thailand's traditional and potential exports.

"Special emphasis should be placed on technical assistance and on-the-spot counselling on the establishment or improvement of export promotion programmes and services. The Centre should provide experts on trade promotion techniques and export marketing research method to help governments of developing countries organize or improve their export promotion programmes for a certain period of time, say, from three months to one year."

(Letter from the Ministry of Foreign Affairs)

TRINIDAD AND TOBAGO

"It is considered that Trinidad and Tobago has not to date had sufficient experience of the activities of the Trade Centre to enable a worthwhile evaluation to be made at this time.

"It is, however, hoped that our association with the Centre will develop and the Advisory Group's recommendation in respect of evaluation will certainly be borne in mind."

(Letter from the Permanent Mission of Trinidad and Tobago to the Office of the United Nations)

TURKEY

"The Turkish authorities consider that the various activities undertaken within the work programme of the International Trade Centre have proved very useful and meet the real requirements of the developing countries.

"So far as Turkey in particular is concerned, the market surveys, handbooks and trade information published in FORUM are considered of great importance for firms and traders operating in the export sector. Data likely to contribute to expanding Turkey's external trade have already been translated into Turkish.

"The studies mentioned in your letter are of particular interest to our country. Of these, the "Western European Market for Sawnwood" and the studies on dyes have been translated and made available to Turkish exporters.

"My country's Ministry of Commerce wishes to express its thanks to the Centre for all the activities designed to assist Turkey. I should also like to transmit to you the desires of my Government's authorities concerning the training of personnel in export promotion and export marketing. Although the programmes are well organized, we believe that it would be necessary to increase the number of applicants participating in them so as to add to the number of qualified personnel.

"In conclusion, I can state that the work of the Centre is undeniably useful and that its activities have a positive effect on Turkey's exports."

(Letter from the Turkish Permanent Delegation)

UNITED ARAB REPUBLIC

"Since the establishment of the ITC about five years ago, the UAR utilization of its sources (and for that matter many of the developing countries) has not been as extensive as it should, particularly in view of the undenied importance of such services from a commercial and export point of view.

"This lack of utilization may be attributed to the following reasons:

a) an unclear picture exists in many fields - particularly at the official decision-making level - of the nature and importance of the ITC services;

b) the tendency of many developing countries to 'do it yourself' rather than accept the help of external organization, even if they may be international and services granted freely;

c) lack of full-time liaison offices (officers) in the developing countries who can ensure the maximum utilization of the services of the Centre and who can help the Centre in its international researches. Centre liaison officers in developing countries are heavily loaded with other responsibilities;

d) lack of local export promotion organizations who can readily appreciate the services of the Centre, and consequently make use of such services.

"Attempts by the ITC to alleviate these difficulties may go a long way in assuming maximum utilization of the services of the Centre by developing countries.

"As regards each of the different services of the Centre, enthusiasm has been more than average for the Training Courses, and our office has asked each of the candidates who attended any of the ITC Training Courses, to submit his comments as to his reactions and proposals that may ensure maximum benefit of the courses (we will forward to ITC a summary on these comments as soon as they are received).

"In this case we suggest to have a short resumé at the beginning of each study, and also we may suggest the necessity to have the publications and - at least - some of the studies in Arabic language (particularly, since the Arabic language is used in many of the developing countries).

(Letter from The Egyptian General Trade Organization)

UNITED REPUBLIC OF TANZANIA

"Market Information Service: The Market Studies have developed in a very satisfactory way. We have noted especially the studies on the marketing of different tropical goods. These studies we consider most useful, full of a valuable information to our exporters. We have asked the Centre to mail some of these studies direct to the exporters.

"On some occasions we have received useful material from the Centre on our special request.

"Publications Programme: The 'FORUM' has also developed in a promising way. In this context however, one problem arises. The articles which treat important and interesting problems, are of a nature that you should keep them for further reference rather than read them at once. Therefore, we consider a good index system of paramount importance.

"The information given in 'Commercial Policy Chronicle' is rather old when we receive the journal, a couple of months after its publication. Several of the items are dated more than 6 months back when we read them.

"Trade Promotion Advisory Service: With the assistance of the Centre, an 'Export Promotion Bureau' started its activities at the end of September last. It is, of course, too early to evaluate these operations, but the results so far are promising and encouraging.

"Training Programme: Four of the Commercial Officers of the Ministry have attended the Centre's training courses. These courses have proved to be most valuable because of the Centre's ability to present programmes, which are tailored to suit the conditions of this country. This is especially valid for the courses in St. Gall and London. One of the achievements of the courses is that it has made it possible to prepare counterparts for our Export Promotion Bureau.

"It is hoped our above observations will be helpful in your endeavour to improve the programme of the Centre's activities to be even more valuable to the member countries."

(Letter from the Ministry of Commerce and Industries)

WESTERN SAMOA

"Our size and location together with the nature of our trade tends to increase the gap between Western Samoa and the other developing nations, as regards the activities of the Centre. Our participation and benefits from these activities therefore tend not to be as great as those of other countries.

"Nevertheless, the International Trade FORUM is useful particularly in its reference to international trade conferences and their conclusions. Again because of our peculiar position and circumstances, much of the country articles are not greatly relevant or useful. The same can probably be said for the publications activities of the Centre as well as market information and trade promotion advisory services.

"We have at present two trainees at the ILO Turin training centre with a course on export promotion on which I understand you to be collaborating with the ILO. Although we cannot yet assess the usefulness of this particular course, we would think that the opportunity for our personnel to learn and observe the modern techniques of marketing should be beneficial now that we are trying to promote newer and less traditional exports."

(Letter from the Government of Western Samoa)

YUGOSLAVIA

"The Yugoslav delegation has already expressed its opinion that the activity of the Centre deserves favourable evaluation regarding both the intensity and comprehensiveness of its activities and the nature of services offered. In this respect full support has been given to the Centre's programme of work for 1969, as it has been adopted at the first session of the Advisory Group.

"It is the desire of the Yugoslav economy that the Centre's capacities be used to the fullest possible extent for practical purposes of the promotion of its export. To this end, in the Centre's papers and surveys we have found a great number of interesting data and much information about foreign markets of particular products and an obvious interest has been shown in the further development and improvement of activities, covering new fields and problems. This category certainly includes the work devoted directly to the Yugoslav economic organizations, that the Centre has done for the requirements of the MEBLO Furniture Factory and the CRVENA ZASTAVA Motor-Car Works of Kragujevac. It goes without saying that the Centre's participation in the organization of the ISKRA enterprise of Kranj has been particularly significant and useful.

"On this occasion we should like to point out that during the last year - appreciating the results of the co-operation between the Yugoslav economy and the Centre achieved to date - we commenced negotiating about including in the next programme some sectors which we considered of interest not only to the Yugoslav exporters but also to all developing countries which are appearing, or have conditions to appear as exporters of leather foot-wear and canned meat, fruit and vegetables at the West European and American markets. During the talks with the responsible executives and experts of the Centre, the Yugoslav representatives submitted written suggestions and information to assist proper orientation in the examination of possibilities for promotion of export in these areas.

"Should we be expected to give suggestions regarding the future orientation in the field of promotion of work of the Market Information Service, they would primarily relate to the constant need for the development of fast, concise and efficient information about the market of concrete products to which each individual country cannot have access without considerable difficulties, because such information requires numerous, abundant and up-to-date documentation and the use of a ramified network of export. To express how much importance we attach to this field of the Centre's activity, may we point out our experience

.../...

YUGOSLAVIA (cont'd)

which shows that it is sometimes much easier to prepare analyses and studies of certain wide areas than to supply information about concrete possibilities of selling a product at a particular market. It appears to us that this type of information is so indispensible that devoting of a still greater attention to the appropriate organization and functioning of the service in the forthcoming period is worthwhile.

"Another field of great interest concerns the materialization of the programme of publications. We can only appreciate the publishing activity to date, especially the paper FORUM, which has obviously improved in comparison to earlier editions. We hope that we shall be able to make use of the FORUM's pages much more than to date for the purpose of supplying foreign trade information to an ever-growing number of people interested in the Yugoslav export capacities and the development of business relations with our country. In connection with this, preparations for certain actions are under way to be carried out soon with your direct co-operation.

"One of the most concrete forms of co-operation is reflected in the publishing of a special publication of the Yugoslav foreign trade organizations, which has been well accepted in the circles of countries interested in trade with Yugoslavia. We think that such manuals should be renewed periodically and that they should always be kept up-to-date and that publications of this type - which would draw the attention to the economic organizations of developing countries - would be extremely useful.

"Finally, the need should be pointed out to rely fully on the forces of national centres, where they exist and are active in one form or another in their countries. These relations really have to be improved so that they should become links of a mechanism of foreign trade information which would work according to an elaborate and synchronized system of collecting, processing and distribution of data and information by rational use of all available sources and means. In our opinion it would be very useful if - at the next session of the Advisory Group - consideration would be made of the existing relations with national centres, experience in the field of exchange of information, organization of work and co-operation, and such suggestions would be given as would serve for the further building up of the service of economic and business information in international trade.

"We should like the expressed opinions to contribute to a general favourable evaluation of the Centre's work and the usefulness of its activity for the promotion of the trade of developing countries."

(Letter from the Council for Economic Relations with Foreign Countries)

ZAMBIA

"The Republic of Zambia has not to a great extent availed itself of the services which the International Trade Centre provides to developing countries. Last year we requested the Centre to undertake a market survey for Zambia's turkish tobacco in the Nordic countries. We learnt that the Centre was already undertaking a market survey for Oriental tobacco in those countries, and that a report of its findings would be sent to us. This report is out, but we have not been provided with a copy.

"This Ministry further wishes to state that an official of the Ministry of Trade, Industry and Mines who attended a four month course on Export Trade Promotion sponsored by Finnish Government, had her nominations channelled through the Trade Centre."

(Letter from the Ministry of Foreign Affairs)

ANNEX III

EXTRACTS OF SUGGESTIONS CONTAINED IN THE REPLIES FROM DEVELOPING COUNTRIES, GROUPED UNDER THE CENTRE'S MAIN SERVICES

The specific points made by developing countries in regard to the various activities of the Centre are given below for the convenience of the Advisory Group. These extracts do not include the general appreciation of the Centre's services which is evident in all the replies.

I General Activities

Ways and means should be explored and methods of work evolved to more effectively circulate and diffuse activities and facilities available at ITC by means of publications (journals, books, studies, etc.) to a large segment of the business community in the developing countries. (Indonesia)

Centre liaison officers in developing countries are heavily loaded with other responsibilities. Full-time liaison offices (officers) in the developing countries will ensure better utilization of the Centre services. Still an unclear picture exists in many fields - particularly at the official decision-making level - regarding the nature and importance of the ITC services. (United Arab Republic)

The need should be pointed out to rely fully on the forces of national centres, where they exist and are active in one form or another in their countries. These relations really have to be improved so that they should become links of a mechanism of foreign trade information which would work according to an elaborate and synchronized system of collecting, processing and distribution of data and information by rational use of all available sources and means. (Yugoslavia)

II Market Information Service

The Colombian Institute for Foreign Trade - INCOMEX - would be very interested if the Centre could prepare a study on the West European market for bovine meat, because this is one of the products of which Colombia would like to expand its exports. (Colombia)

We are of the opinion that in order to establish a programme and priorities for the studies, it would be desirable for the International Trade Centre to consult the developing countries in order to determine the products of greatest interest for each of them or of greatest interest at world level. (Ecuador)

It would be useful to both the developed and developing countries, but particularly to the latter countries, if future market studies by the Centre could emphasise some of the major commercial policies, in the developed countries, which would tend to restrict the developing countries from taking full advantage of the market potentialities in the developed countries. (Guyana)

The Centre could render useful service by obtaining significant price and quantity movements and also information on global tenders. A market intelligence service operating from Geneva would be of considerable value. (India)

Studies or surveys should not limit themselves to the present market situation, but include an analysis of future prospects of the product in question, in order that the Government could plan and foresee the approximate level of export earnings. With regard to the future studies or surveys to be undertaken, we venture to suggest that these studies be expanded to other products of special interest to Indonesia and other developing countries, such as medicinal herbs, rattan, kapok, etc. (Indonesia)

The series of major studies concerning the industrialized countries should be continued but on a broader geographical basis, to include the United States and Canada. Among the categories of products of interest to Niger, I would mention hides and skins, both raw and semi-dressed, dehydrated vegetables and gum. Further, it would be desirable that, in anticipation of an increase in trade between the developing countries, sector studies in the appropriate geographical regions should be undertaken, e.g. the market for cereals in West Africa; studies of this kind would naturally be carried out in conjunction with the regional Economic Commissions, and possibly sub-regional economic co-operation organizations. (Niger)

The Centre should help the developing countries by making available to them market research and other studies conducted by other public or private organizations in the world. (Pakistan)

We suggest a short resumé at the beginning of each study. (United Arab Republic)

To express how much importance we attach to this field of the Centre's activity, may we point out our experience which shows that it is sometimes much easier to prepare analyses and studies of certain wide areas than to supply information about concrete possibilities of selling a product at a particular market. It appears to us that this type of information is so indispensible that devoting of a still greater attention to the appropriate organization and functioning of the service in the forthcoming period is worthwhile. (Yugoslavia)

III Publications Service

As regards International Trade FORUM, we would suggest the inclusion of a section on importers interested in the products of developing countries; this has already been done from time to time, but we would like it to be a regular feature. (Colombia)

I should like to suggest the addition of a survey, in summary form, perhaps, on the foreign trade situation of the developing and the industrialized countries and the prospects for each of them in world export trade, with a view to promoting the exports of the developing countries. (Ecuador)

It is felt that its utility would be further enhanced if the FORUM could provide opportunity for publicising or advertising on a continuous basis for certain products of developing countries which the developed countries and/or other developing countries could absorb. (India)

The most useful publications are those which contain articles or information on products and markets of interest to developing countries. ITC documents and publications which stand to be carefully read over are those which are brief and practical. (Malawi)

I must urge on you the importance of avoiding articles on too general lines and of concentrating on concrete texts which either handle particular export problems in detail, such as the excellent summary on marine insurance in Volume IV, No.3, or deal from a sufficiently technical standpoint with specific cases of foreign trade promotion. The trade promotion handbooks are also an interesting source of practical information. Perhaps certain aspects could be treated in greater detail. For instance, collections of trade specifications by category of product (e.g. principal and secondary cereals, oilseeds, etc.) would be of obvious value as a means of enlightening the principal exporting and consuming countries as to the precise technological characteristics of the products bought and sold. As part of the trade

promotion services, monographs could be prepared on the organization of the various international commodity markets (working of commodity exchanges or similar specialized agencies, conditions of access to these markets, etc.) (Niger)

The Centre should make an attempt to secure the services of eminent experts with a view to making the Advisory Services available in a published form. The experts should draw up brief monographs on various aspects of general export interest to developing countries like 'Packaging for exports', 'Advertising for exports', etc. (Pakistan)

We may suggest the necessity to have the publications and - at least - some of the studies in Arabic language. (United Arab Republic)

The FORUM has also developed in a promising way. We consider a good index system of paramount importance. The information given in 'Commercial Policy Chronicle' is rather old when we receive the journal a couple of months after its publication. Several items are dated more than 6 months back when we read them. (United Republic of Tanzania)

We hope that we shall be able to make use of the FORUM's pages much more than to date for the purpose of supplying foreign trade information to an ever-growing number of people interested in the Yugoslav export capacities and the development of business relations with our country. (Yugoslavia)

IV Trade Promotion Advisory Service

It is highly recommended that the Centre's effort, as far as the Advisory Service is concerned, be geared towards extending technical and financial assistance to developing countries for the market studies they would like to undertake, for their traditional and non-traditional export commodities. (Ethiopia)

The Trade Promotion Advisory Service, with its on-the-spot counselling, will likely have the most immediate impact on the export promotion efforts of the developing countries. In view of the limited resources available to the ITC, it may well be that priority should be given to technical assistance of this kind, which has a more direct bearing on the improvement of the country's foreign exchange position, either through increasing the foreign exchange earnings or improvement of the foreign exchange earnings or improvement of the foreign exchange savings. As far as Indonesia is

concerned, export advisory service is required for:

a) export promotion of handicraft, especially aspects relating to the quality standards, packaging and presentation as well as design of the product;

b) tourism promotion;

c) survey techniques in the field of export and import, to reduce claims;

d) on-the-job training for bonded warehouses;

e) foreign investment promotion techniques. (Indonesia)

Special emphasis should be placed on technical assistance and on-the-spot counselling on the establishment or improvement of export promotion programmes and services. The Centre should provide experts on trade promotion techniques and export marketing research method to help governments of developing countries organize or improve their export promotion programmes for a certain period of time, say, from 3 months to one year. (Thailand)

V Training Programme

Since Afghanistan has so few diplomatic and trade representatives in Europe, it would be helpful if the training programmes conducted for European-based staff could be opened to officials not based in Europe. (Afghanistan)

The organizers of future training courses in developed countries may well wish to consider the difference in the educational backgrounds of participants and emphasise on-the-job training in the case of graduates by means of attachments to carefully selected government departments and private organizations. Such an arrangement would improve the adequacy of the course for all concerned. (Barbados)

We consider that the necessary efforts should be made to enable a large number of officials with responsibility for trade promotion to receive theoretical and practical training, and in particular to see how the foreign trade authorities operate in the industrialized countries to study market research techniques, etc. (Ecuador)

The value of these training courses and seminars would be considerably enhanced if persons with comparable level of experience and background, in their respective national governments, are selected for each course. This would enable trainees to benefit more fully through contacts and exchange of experiences with other trainees from different countries. This would also enable a certain 'level' to be maintained for each course/seminar. (India)

It would be advisable to explore the possibilities of training programmes, in which a large segment of the business community in the developing countries could participate. For this purpose, export promotion courses and seminars should also be organized in the developing countries, either on a regional level, but preferably on a country-by-country basis tailored to the specific structure, organization and particular needs of each developing country, and thus will enable to cater large a group of people directly concerned with export promotion. In addition to the courses which are already given by the Centre, the programme should also comprise banking techniques and procedures within the framework of export promotion, survey techniques, practical on-the-job training in bonded warehouses, etc. (Indonesia)

Short seminars on export promotion in various European countries for officials of developing countries stationed in Europe ought to be, definitely, continued. (Malawi)

In addition to arranging courses at Geneva and other places for nationals of developing countries, the Centre should introduce audio-visual training programmes. Lectures or series of lectures, case studies, class-room discussions, etc., by experts on important subjects should be filmed and distributed to the developing countries along with supporting text or texts for being shown to the exporters and government officials concerned. The Centre should also arrange in consultation with the developing countries, symposia in various developing countries on important subjects of export interest to them and depute experts to participate in those symposia for the benefit of exporters and export promotion agencies in developing countries. (Pakistan)

The training programmes could be adjusted still more closely to the practical requirements of the developing countries in such a way that the systems used in industrial countries can be adapted to the possibilities of a developing country. (Peru)

Although the programmes are well organized, we believe that it would be necessary to increase the number of applicants participating in them so as to add to the number of qualified personnel. (Turkey)

We would think that the opportunity for our personnel to learn and observe the modern techniques of marketing should be beneficial now that we are trying to promote newer and less traditional exports. (Western Samoa)